

## Message Text

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64

ACTION ARA-20

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SP-03

CIEP-02 LAB-06 SIL-01 OMB-01 DRC-01 /098 W

----- 063734

R 251620Z APR 74

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 2975

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

USIA WASHDC

UNCLAS BRASILIA 2926

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR BRAZIL FY-75

1. THE EMBASSY HAS RECEIVED THE DRAFT OF THE COUNTRY COMMERCIAL PROGRAM (CCP) FY-75 FOR BRAZIL. IN A NUMBER OF INSTANCES THE DRAFT DIFFERS FROM THE BRAZIL SPECIAL WORKING GROUP (SWG) REPORT AND ACTION RECOMMENDATIONS THAT WERE ONLY RECENTLY APPROVED BY STATE AND COMMERCE. THE SWG REPORT IS ALREADY SERVING THE ROLE PROPOSED FOR THE DRAFT CCP.

2. THE SWG RECOMMENDATIONS FOR PROMOTING EXPORTS TO BRAZIL AND IMPROVING IN-COUNTRY COMMERCIAL FACILITIES REPRESENTS THE CONSENSUS OF STATE, COMMERCE, AND USIS ON WHAT SHOULD BE OUR CURRENT AND FY-75 COMMERCIAL PROGRAM IN BRAZIL. THIS CONSENSUS WAS ONLY ACHIEVED BY THE EXPENDITURE OF CONSIDERABLE TIME AND EFFORT BY A WELL-CONSTITUTED SPECIAL WORKING GROUP.

3. THE EMBASSY AND CONSTITUENT POSTS HAVE ALSO DEVELOPED A SUCCESSFUL INFORMAL DISCUSSION AND MONITORING SYSTEM FOR ASSURING THAT PROPER ATTENTION IS BEING GIVEN TO THE

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SWG RECOMMENDATIONS AND THAT ALL AGENCIES CONTRIBUTE TO

OUR COMMERCIAL OBJECTIVES IN BRAZIL. FOR A NUMBER OF REASONS, PROMINENT AMONG THEM THE PHYSICAL SEPARATION OF THE EMBASSY FROM CONSTITUENT POSTS ENGAGED IN COMMERCIAL ACTIVITIES, A FORMAL AND RIGID MONITORING BY A COUNTRY TEAM TASK FORCE AT SET INTERVALS OF TIME, AS PROPOSED IN THE DRAFT CCP, IS INEFFICIENT AND UNNECESSARILY COSTLY IN TERMS OF PERSONNEL TIME AND TRAVEL FUNDS. THERE IS CONSTANT AND EFFECTIVE PERSONAL CONTACT AT THE COUNTRY TEAM LEVEL BETWEEN CONCERNED PERSONNEL OF ALL AGENCIES REPRESENTED IN BRAZIL FOR THE PURPOSE OF ADVANCING THE COMMERCIAL PROGRAM OBJECTIVES SET FORTH IN THE SWG REPORT.

4. IN THAT THE SWG RECOMMENDATIONS ALREADY CONSTITUTE A VIABLE FY-75 COMMERCIAL PROGRAM FOR BRAZIL, THE EMBASSY PROPOSES THAT THESE RECOMMENDATIONS BE CONSIDERED THE CCP FY-75 FOR BRAZIL, AND THAT THE CURRENT SYSTEM OF MONITORING OBJECTIVES AND SEEKING WASHINGTON ASSISTANCE ONLY WHEN NEEDED BE CONTINUED. THIS WOULD OBLVIATE THE NEED FOR ANOTHER ROUND OF DISCUSSIONS ON THE CCP DRAFT THAT ARE LIKELY TO REQUIRE A CONSIDERABLE EXPENDITURE OF OUR SCARCE PERSONNEL TIME WITHOUT PRODUCING ANY SIGNIFICANT IMPROVEMENTS ON THE CAREFULLY CONSIDERED SWG RECOMMENDATIONS.

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**Current Classification:** UNCLASSIFIED  
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**TAGS:** BEXP, BR  
**To:** STATE  
**Type:** TE  
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